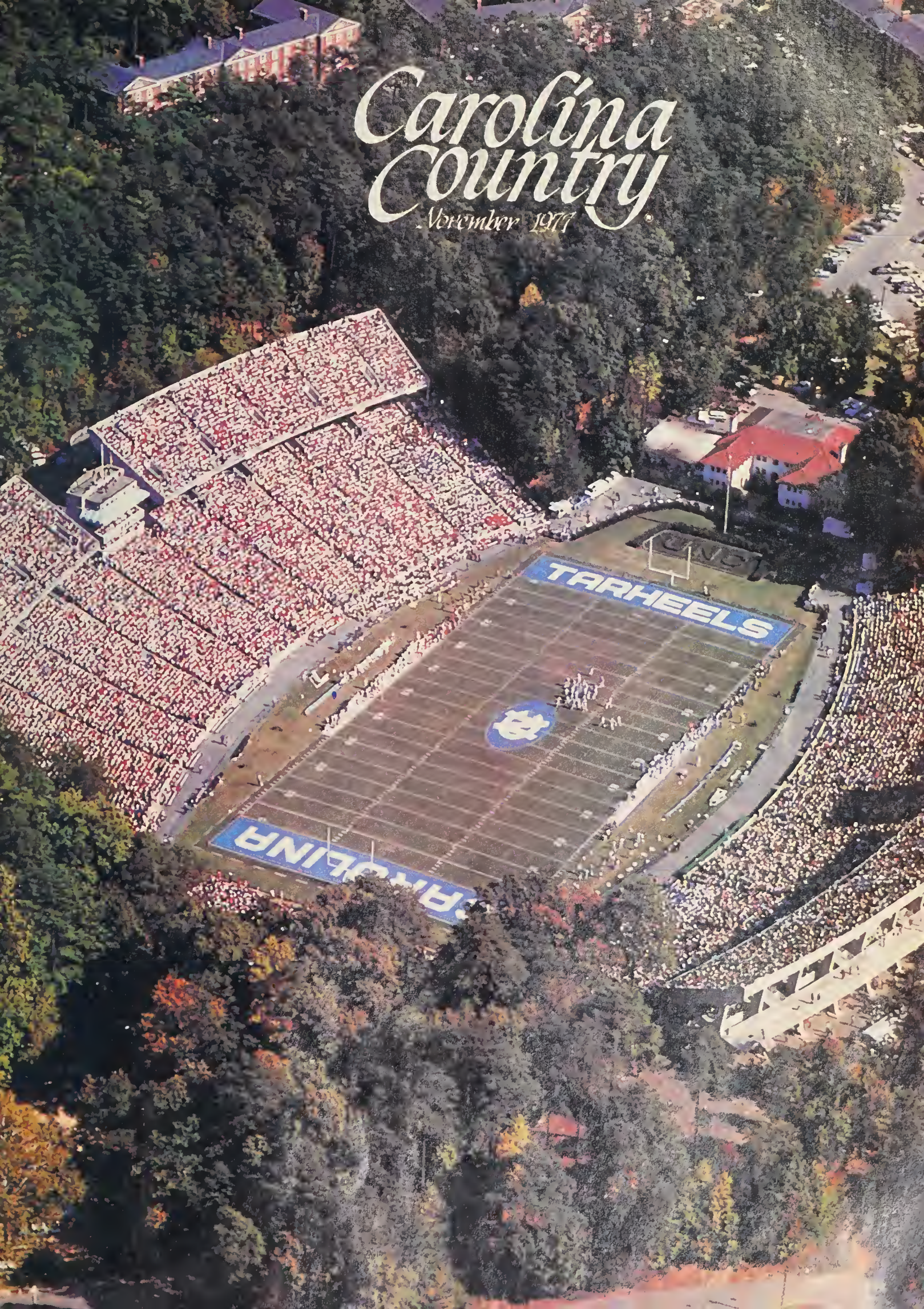
Carolina Country
November 1977
TARHEELS
CAROLINA

SEX·MONEY·$!
GOLF·FAST CAR
!RACE HORSES!
BOXING·HUNT-
ING·EXOTIC VA-
CATIONS·SAILIN

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Protecting The Babes in TV's Toyland

Perhaps all is not hopeless for the American consumer, in view of the encouraging news out of Washington that the Federal Trade Commission is taking a get-tough stance regarding various unscrupulous business practices, particularly deceptive advertising aimed at children.

In an interview with *U.S. News and World Report* magazine, FTC Chairman Michael Pertschuk said the new policy may use the courts to get the deceptive ads taken off the air.

"I'm not prepared to say that advertising directed to 2-, 3- or 4-year-old children is ever appropriate," the federal official said. "Television is a very, very powerful marketing tool. When it is directed toward children who cannot even read, it raises the question: Is it fair for advertisers to treat children as consumers? That's the question the commission is now wrestling with...."

Later, in an address before an advertising trade group, Pertschuk said children should not be turned into "guided missles" targeted on their parents' pocketbooks.

Pertschuk's questions certainly need to be raised because preschool children are particularly vulnerable to the slick, hard-sell television commercials which tout non-nutritional sugar snacks and expensive toys. Most parents have learned the lesson well, for they're

no match for Madison Avenue when it comes to "un-selling" a child once he has fallen in love with the TV image of the latest toyland treasure.

"Here the problem is not only unfairness but deception. We've all seen ads which show toys performing in a way that cannot be duplicated at home" Pertschuk said.

In the past, he said, policing deceptive toy ads has been "something of a joke" because the cases are often tied up in court on appeals for as long as two years. Once a final decision is reached, the ads in question generally would have run their course and since been replaced.

Now, with new authority granted by Congress, the FTC plans to act "aggressively in the future" to get questionable ads off the air through court injunction, Pertschuk said. "That means we can act as fast as our lawyers can write."

The approaching Christmas shopping season should prove a major test for the FTC's new approach, if Chairman Pertschuk is serious about getting tough on toy ads.

During this period, the airwaves are sure to be glutted with clever come-ons for the kiddies, sending them excitedly to Mom and Dad with long "want lists" for Santa Claus.

It should give those FTC lawyers plenty to write about.

Editorials

Carolina Country Salutes:

- State Prison Enterprises, for its plans to recycle the oil used in about 97,000 government vehicles for a savings of an estimated $1 million a year. The recycling will be done in a new $1.4 million plant operated by state prisoners using a new steam-powered process to produce oil as good as new. North Carolina is the first state to use the process, which will conserve precious oil and save the state at least 15 cents per gallon on motor oil costs.
- R. T. (Ray) Masters of Greensboro, who has translated his concern about home energy conservation into action by rigging up a device to take wasted heat from his house furnace and use it in his water heater. The coil-like gadget, which Masters plans to begin marketing is called a "Para-site." It reportedly will pay for itself in the first 18 months of operation.

Carolina Country

Read Monthly In More Than 260,000 Homes
Vol. 9 No. 11 November, 1977

Official Publication
North Carolina Electric Membership Corporation
Alton P. Wall — Executive Vice President & General Manager
Owen Bishop — Editor
Spencer Carter — Associate Editor
Margaret Howell — Staff Writer
Milly Alford — Editorial Assistant

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25 Thanksgiving 1995

COVER—The crowds in the stands for the collegiate football contests across North Carolina often number around 50,000—as was the case in this scene at the 1976 UNC—ECU game in Chapel Hill's Kenan Stadium. But the fans on hand represent a small percentage of those who're part of the audience for such games, since thousands of others follow the action on the schools' radio sports networks. See story, pages 8-10, for a profile of these networks and their on-the-air personalities. Our thanks to Rick Brewer, UNC sports information director, for his assistance in arranging for our use of the photo, which originally appeared in a UNC promotion publication. Photo by Margaret Kirk.

rural electric Notebook

EMCs SUPPORT FFA PROJECT

The Board of Directors of North Carolina EMC have authorized a $10,000 gift to the N.C. Future Farmers of America Foundation for reconstruction of the FFA Camp at White Lake. The funds will be allocated to the foundation over a three-year period.

The foundation is currently conducting a statewide fund raising campaign to support the rebuilding program, which includes plans for tearing down the existing pre-World War II structures at the White Lake facility and building a totally new complex. Once that project is completed, the funds will be used for renovations at other FFA camps in Swansboro and Barnardsville.

WHITE HOUSE GUEST

Alton P. Wall, excutive vice president and general manager of N.C. EMC, was among a group of 100 opinion leaders from North Carolina and Tennessee who met with President Carter and members of his cabinet Sept. 21 for a briefing on the Panama Canal Treaties. He stopped in Washington for the occasion in route to a regional rural electrification conference in Burlington, Vt.

"I'll always be grateful to Senator Morgan for including my name on the list of people to be invited from North Carolina," he said.

CONSERVATION ON THE FARM

Conserving energy in agriculture may be a way of reducing the cost of farming, but it'll do little to cut the nation's total energy requirements, according to extension economists at N.C. State University. The reason: agriculture uses only about 3 percent of the total U.S. energy consumption and, as a result, any reduction by farmers would be only a "drop in the bucket," the economists say.

Each year, agricultural production in North Carolina uses about 66 million gallons of gasoline, 57 million gallons of diesel fuel, 632 million cubic feet of natural gas and 143 million gallons of LP gas, plus various amounts of electricity, fuel oil and coal. Flue-cured tobacco claims about 42 percent of the state's overall energy requirements for agriculture.

Nationally, the largest uses of fossil energy are corn, winter wheat, cotton, soybeans and alfalfa, in that order. Together, these commodities account for more than half the total U.S. farm energy usage.

THOSE GRIMLINS AGAIN

Those little grimlins that cause problems for printers and publications were hard at work on the October issue of Carolina Country.

It carried an inset quotation in a story about weatherization on Page 9 which reads: "Most cheap storm windows don't seal very well, but the cheapest storm window is also the most effective." Doesn't make much sense, does it? That's because it should have read: "Most cheap storm doors don't seal very well, but the cheapest storm window is also the most effective." The quote refers to the solid storm window which seals best against the cold but must be removed each spring for natural window ventilation.

The Rural "Group" Hospital Plan

Jefferson Electric Membership Corporation

Blue Ridge Mountain Electric Membership Corporation

Walton Electric Membership Corporation

Three Notch Electric Membership Corp

The Central Georgia Electric Membership Corporation

- Endorsed by National Rural Leaders
- Managers and Directors of Rural Electric Cooperatives such as those above have recommended C.I.F. to their employees . . . and members.
- Rural Publications have said "No complaints"

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THOUSANDS UPON THOUSANDS of Rural Cooperative People COAST TO COAST now rely upon the **Co-op Insurance Fund** for their hospital protection.

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There are several reasons . . . fully explained in the information sent you when you mail the coupon below. You'll see exactly why CIF pays you more in cash benefits—AND **COSTS FROM 15% to 50% LESS THAN OTHER PLANS ADVERTISED.**

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NOVEMBER ENROLLMENT

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City, Town _____ State _____ Zip _____

NC

Wall Appointed General Manager Of Statewide EMC Organizations

Alton P. Wall of Asheboro, a veteran of more than three decades with the rural electric program in North Carolina, has been appointed executive vice president and general manager of North Carolina Electric Membership Corp. and Tarheel Electric Membership Association.

Wall had served as acting manager of the two organizations since April, after taking early retirement from his post as manager of Randolph EMC, Asheboro. He succeeds Robert N. Cleveland, who resigned to take a similar position in Ohio.

N.C.EMC is the state association of electric cooperatives and TEMA is a sister corporation encompassing a central statewide materials purchasing program for the 28 member EMCs across the state.

A native of Rural Hall, Wall moved with his family to Randolph County in 1920 and was educated in Randolph County schools. After attending Wake Forest College, he was a farmer for six years. He joined Randolph EMC in 1939 and was continuously employed by the cooperative until this year—except for a period of four years during World War II, when he served with the U.S. Army Corps of Engineers.

After the war he worked with the EMC's engineering department from 1946 to January 1, 1948, when he was named assistant manager. He became manager in May, 1948.

In state and national rural electric program, Wall has served as president of the state association and has been a member of its Power Committee for 20 years. He has also served for many years on the Power and Generation Committee of the National Rural Electric Cooperative Association.

Wall is a member of Asheboro Rotary Club and the Grange. He is married to the former Nelle Robbins of Randleman, and they have a daughter, Mrs. Wayne E. (Rebecca) Nail of Greensboro, an assistant professor of English at Winston-Salem State University.

Patterson

Whitley

J. D. Patterson Succeeds Whitley At Pitt And Greene

Joseph D. Patterson, administrator of the North Carolina Rural Electrification Authority, has been named manager of Pitt and Greene Electric Membership Corporation, Farmville, succeeding Gilbert Whitley, who has retired.

A Wilson native, Patterson had been with the state agency since 1974. In that post, he evaluated loan petitions from the state's 28 electric cooperatives and nine telephone cooperatives, and served as negotiator of complaints by members of those cooperatives.

Prior to joining the authority, he was with the electrical commercial construction department of Floyd S. Pike Electrical Contractors, Inc., Mt. Airy, for seven years. Earlier, he was employed by Hanes Corporation, Winston-Salem, for 13 years.

A Navy veteran, Patterson has a degree in electrical engineering from N.C. State University. He is married to the former Jane Thomas.

Whitley is leaving Pitt and Greene after 27 years as manager. The Stantonsburg native served as superintendent of that community's utilities system for three years prior to World War II and for two years following his return from wartime duty with the Navy. He left that position to become manager of Albemarle EMC, Hertford in 1948, where he remained until he took the Farmville post in 1950. He is married to the former Pauline Coley Batts.

Hoke Men Achieve Distinction

Two Hoke County men have achieved the distinction of becoming the first black electric cooperative directors in the nation to qualify for director certificates under a training program of the National Rural Electric Cooperative Association.

They are Alton V. Dudley and Fred T. Warren, both of Rt. 2, Raeford.

The certificates were presented at the 1977 Annual Meeting of Lumbee River EMC by Dr. Henry L. Taylor, civil rights coordinator with the Rural Electrification Administration.

To qualify for the certificates, co-op directors must attend a series of courses covering such subjects as the responsibilities of a board member, financial planning, management and member relations.

Warren, a retired civil service employee, had served on the Lumbee River board for the past five years. He was unseated in directoral elections at the meeting. Dudley, an insurance representative, was elected vice president.

Other directors receiving the certificates were Hubert R. Prevatte of Rt. 1, Pembroke; Elias Rogers of Rt. 1, Red Springs; and Davis K. Parker, Jr. of Fayetteville. Rogers is one of the first American Indian directors to be certified.

mountain meditations calendar

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WAYNESBORO NURSERIES
WAYNESBORO, VIRGINIA 22980

Two veteran Tar Heel farm broadcasters have been honored by the North Carolina Association of County Agricultural Agents. They are **Ray Wilkinson** and **Verne Strickland**, who cover farm news for WRAL-FM and WRAL-TV in Raleigh, as well as a network of broadcast outlets in six Southern states. They received the association's 1977 Outstanding Service to Agriculture Award in recognition of "the outstanding job they do in disseminating useful information to farm people."

People

Dee Dee Glasgow, daughter of Mr. and Mrs. James Glasgow of Wilson, has been crowned queen of the 1977 Tobacco Festival, a week-long event held in Richmond in October. Miss Glasgow, a junior at UNC-G, won the title in a competition involving 19 other contestants from Virginia, Tennessee and North Carolina. She was sponsored by the Wilson Jaycees. During the coming year, she will make appearances across the tobacco states to represent the leaf industry.

Nancy Tuttle May, a watercolorist whose work has been featured on the *Carolina Country* cover, has been awarded a grant to serve for a second full year as visiting artist at Pamlico Technical Institute. The grant came from the N.C. Arts Council and the Department of Community Colleges.

A poultry industry pioneer and a retired Agriculture Extension Agent have been inducted into the North Carolina Poultry Hall of Fame during the 1977 annual meeting of the N.C. Poultry Federation. They are **Nash Johnson** of Rose Hill, who has been in the turkey business since 1930, and **N. B. (Nick) Nicholson** of Monroe, who promoted poultry through 4-H and other activities during his extension career.

Johnson's turkey operation produces three million turkeys per year and includes breeder flocks and a 75,000-capacity hatchery. Nicholson organized 500 Hen Clubs, Union County Poultry Days and various other poultry promotion activities.

Dr. John D. Costlow, director of the Duke University Marine Laboratory at Beaufort, has been appointed by U.S. Commerce Secretary Juanita Kreps to the newly created Sea Grant Review Panel. In the post, he will help advise Secretary Kreps on the operation of the National Sea Grant Program.

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Sports "Voices"

Stories by Owen Bishop

Fifty One Thousand, Three Hundred! That's 51,300 heads, or noses, depending on how you count it.

In either case, the figure represents a landmark: the largest crowd ever assembled for a football contest at N.C. State University's Carter Stadium.

The record was set—you guessed it—at the 1977 clash between NCSU's Wolfpack and the University of North Carolina Tar Heels just a few weeks ago.

Record or not, a crowd that size is just a mass of humanity to most of us. To give some meaning to the number involved, imagine the entire populace of Gastonia taking seats together at Carter Stadium. What a Town Meeting that would be!

On this particular occasion, of course, the assembly was made up solely of patriotic citizens of Wolfpack Country and those who pledge steadfast allegiance to the Southern Part of Heaven.

Being part of it took not only an $8 ticket, but also the fortitude to cope with traffic-jams and people-jams that come whenever the State Fair and NCSU home games coincide.

For those with neither, be they Wolfpackers, Tar Heel supporters or sports enthusiasts who simply love Big Four football, this Big Game was a voice crackling out of a trusty pocket transistor or resonating from expensive stereo speakers. For these thousands of fans, their only link with the playing field action was a radio play-by-play description.

With coverage by both schools' sports network teams, Marconi's little invention carried the excitement of the game to virtually every corner of the state. One version or the other was beamed out across the "Goodliest Land" by about 100 local radio stations, reaching an untolled audience.

No one can count the heads, or noses, of this invisible audience, but it might well represent two or three Gastonias, perhaps even a Charlotte. Nobody knows for sure.

Listeners to about 60 of those stations followed the action as described by the Tar Heel Sports Network's Woody Durham, while those tuned to another 40 stations heard the play-by-play of Wally Ausley, the "voice" of the Wolfpack.

These professional broadcasters—like their counterparts serving the three other major college sports networks in the state—use their golden throats to become, in essence, the eyes and ears of the radio audience. They serve that function for the Big Games and the not-so-big, the routs as well as the heart-stoppers, throughout the football and basketball seasons.

All of these sports "voices"—representing the Big Four Atlantic Coast Conference teams and East Carolina University—strive to give a complete word picture of the game in progress. And they don't even mind if they let their team biases show once in awhile.

Ausley, the station manager at Raleigh's WPTF radio and dean of the state's college sports broadcasters after 17 years of following the Wolfpack, summed up the approach most of the play-by-play men use:

"I call my description of State's games an accurate, biased account. I don't talk about 'our' team, it's not my style and I don't believe in it. But even though I don't do it in those terms, I don't expect there's any doubt in anybody's mind that I'm the State broadcaster.

"I want that, really. I think N.C. State ought to have its own broadcaster, but that doesn't mean I'm going to be inaccurate in calling a game. I expect the same thing from the other schools' announcers."

Bob Harris of WDNC, Durham, who does play-by-play for the Duke University network said he believes most listeners don't want a "cheerleader in the press box" and, as a result, makes an effort to "stay calm on the air" even when the Blue Devils execute an exciting play.

The "voice" of the Wake Forest Demon Deacons, Gene Overby of WXII-TV, Winston-Salem, also strives for accuracy-

Serving An Invisible Audience

with-a-perspective, but he doesn't mind letting his emotions take over once in awhile.

"I think broadcasters ought to get excited and be as exciting to the listener as they can be—that's what people want to hear," he said.

Jim Woods of WNCT-TV, Greenville, who calls the games for the East Carolina network, considers himself primarily a reporter even when he's calling the Pirate games. "If the other team makes a great play, I say so."

Durham, who is with WRDU-TV, Durham, claims the distinction of being the only sportscaster of the five who covers games for his own alma mater. Since he also sees himself as a reporter first and foremost, he makes an effort to keep his bias in check while on the air.

"I've never said 'our' team, or anything like that. It's not 'our' team—it's the school's team."

Still, when there's excitement on the field—or in the roundball court—it shows in Durham's reports.

"I really love the color and excitement of all collegiate sports. It's not just because I went to Carolina."

All of the announcers are quite candid about enjoying their network assignments.

"It sure beats the heck out of honest work," said Overby, with a chuckle. "It's a diversion from the daily grind for me. It's my first love."

"I get a kick out of it. There's really nothing I consider difficult about it," said Woods.

"I really enjoy it," Ausley said. "It sort of gets me away from everything and I don't have time to think too much about my problems at the office when I'm broadcasting a game."

Durham said he finds the job particularly stimulating because it gives him a challenge that has almost disappeared entirely from radio broadcasting.

"This is just about the last place left where you can do a live report describing an event while it's actually happening."

This challenge, coupled with his lifelong love of sports in general, make the experience a double pleasure. "I think I get just as much enjoyment out of it as the players do," he added.

Overall, the five play-by-play announcers don't even mind the travel required for road games, unless long trips are scheduled too close together. In fact, most count this as one of the fringe benefits of their network jobs.

Whatever the pluses, the jobs are still jobs and to do them properly, the announcers must do a lot more than simply show up at the broadcast booth just before game time.

They spend hours, some as many as 15 or 20 a week during football season, going over press clippings, school sports brochures and player rosters to acquaint themselves with the

(Continued on Page 10)

College Networks Cover The State

On autumn Saturdays throughout North Carolina, footballs may fill the air but it's the sound of pigskin play-by-play that fills the airwaves.

Altogether, about 175 radio stations across the state carry broadcasts from the five major college sports networks.

To flag them on a map with appropriate school colors, 60 would need Carolina blue pennants; 40, NCSU red; 24, Duke blue; 22, ECU gold-and-purple; and 14, Wake Forest black-and-gold.

The patterns of these pennants would show that three of the networks can be honestly called statewide in scope—those for UNC, NCSU and Duke.

The ECU and Wake Forest flags would be concentrated in the regions immediately surrounding the schools.

As winter approaches, signalling the time to move indoors for hardwood action, the patterns on this imaginary map change considerably since fewer stations carry basketball broadcasts.

This is true primarily because many of the stations on the football hook-up broadcast only from sunrise to sunset and, as a result, can't be involved in a cage schedule featuring mostly night time games. In addition, many stations that are glad to sign up for 10 or 11 once-a-week football games hesitate to make commitments for a roundball schedule involving 20-plus games over a three-month period.

The local stations usually pay a "rights" fee to carry the network broadcasts, although they may not if there's a network sponsor. In either case, the stations sell spots to local sposors for airing during the unsold breaks in the game.

For the most part, the networks are pretty much carbon copies of one another in terms of a smooth presentation of play-by-play and "color," featuring mostly polished, professional on-the-air talent.

It's no accident.

Whether the schools operate their own networks or contract it to an outside agency, all keep close tabs on the selection of talent, for these sports "voices" leave a lasting impression on listeners—and it can affect the overall image of the school.

In looking for talent, all the schools seem to follow the check list used by Duke Assistant Athletic Director Jeff Mullins, the former Blue Devil All-America basketball player and pro star who does "color" for CBS' national NBA game of the week broadcasts.

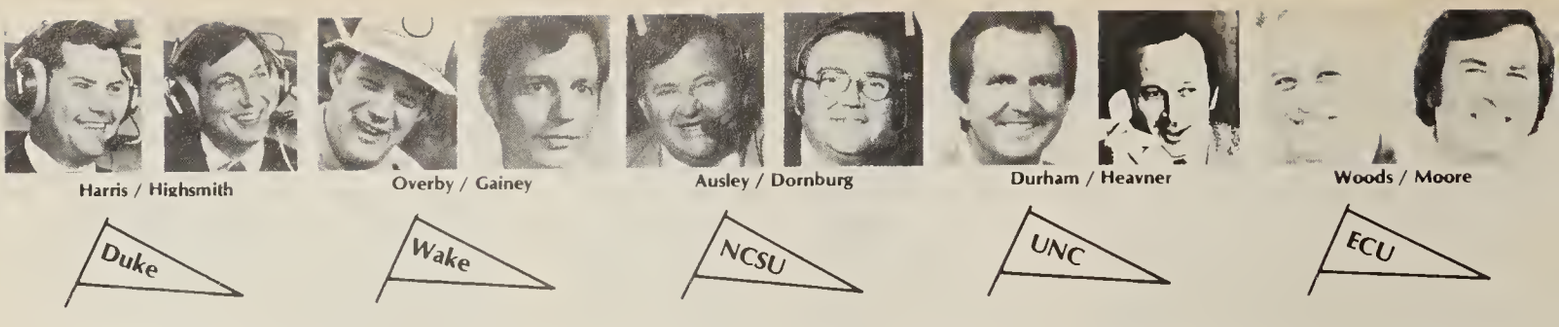
"We want people who're young, eager professionals who are enthusiastic about collegiate sports in general," he said.

"We don't especially want a sport expert. I'd rather have a smooth broadcast than to hit everybody with a lot of in-depth technical details about the game."

Ken Smith, ECU's sports information director and coordinator of the Pirates Sports Network, added he doesn't want announcers "who'll go on and be cheerleaders." But, he also doesn't want them "to sound like they don't care what happens, either."

Bob Savod, UNC's sport promotions director, said concern for image and identification would preclude the use of talent with an established tie to another school.

(Continued on Page 10)



"Voices":

(Continued from Page 9)

opposing team for each game. And, most prepare their own spotting boards for use when they need a quick identification of players by number and position during a game.

Far less of this homework is required during basketball season, since fewer players are involved and each team meets its conference foes more than once.

Still, after the preparation and the game broadcast, the announcers find they need to let down for a day or two before gearing up for the next game on the schedule.

"After a game, you often feel like you've really been through a wringer," Durham said.

Providing on-the-air support for the network sports announcers throughout the two seasons are the "color" men, whose assignments include commentary and analysis of the game as it's played, interviews and special features.

All of these duties are handled by a single professional broadcaster on three of the networks: Lee Moore of WCTI-TV, New Bern, for ECU; Danny Highsmith of WFAI, Fayetteville, for Duke; and Gary Dornburg of WPTF, for NCSU.

In football coverage, UNC and Wake Forest double-team these "color" assignments.

On the Tar Heel network, Jim Heavner of Chapel Hill's WCHL handles pre-game, half-time and post-game reports and interviews, leaving all of the commentary and analysis for Charlie (Choo-Choo) Justice, the legendary Carolina gridiron great who operates an insurance agency in Greensboro.

The Wake coverage features Pat Gainey, the school's sports information director, and Lou Tilley, a Wake senior who played football until a knee injury ended his career in his junior year.

Both the former players drop out of the broadcasts during basketball season and aren't replaced with cage experts because the sport's pace doesn't allow time for much "color" while the game is in progress.

However, the Tar Heel network taps its regular engineer, Bob Holliday of WCHL, for occasional comments during these games.

The networks' behind-the-scenes support for the broadcasts usually include an engineer to keep the signal on the air, a spotter to help identify players and a statistician to keep tabs on the gains, losses and scores.

Almost all of them handle these chores because they enjoy doing it, although they do generally collect a modest fee for each game.

Heavner could have been speaking for all the network teams when he said, "We all do it because we love doing it. We don't think of it as work, but we work very hard at it."

Networks

(Continued from Page 9)

"If the network should want to use somebody like David Thompson, whose name is so identified with N.C. State, we'd certainly have to say that's a no-no."

He was quick to point out that the network managers wouldn't want talent of this sort, either.

"We have mutually compatable goals in selecting the talent."

The UNC network is operated by Village Broadcasting Co., which owns WCHL in Chapel Hill. The firm pays a rights fee for the privilege of airing the school's games and then handles all arrangements for lining up network stations and producing the broadcasts.

A similar arrangement exists between NCSU and WPTF, although officials of both refer to it as something of a "partnership." And in this case, the radio station handles only the production end, leaving contacts with local stations to Frank Weedon, associate athletic director.

The rights to Duke games are sold to a New York agency which puts together networks for various schools around the country.

"But we don't just sell it and walk away from it," said Mullins. "We take a personal interest in it."

In hiring talent, he said, "generally the agency says whatever you'll be happy with, we'll be happy with."

The networks for ECU and Wake Forest are handled entirely by their sports information offices, primarily because previous contract arrangements have not worked out well.

In terms of economics, the three contract networks are the only ones now showing a profit for the school involved. Wake's is a "break even proposition" and ECU's shows a loss, according to officials at the two schools.

Still, they feel the networks are worthwhile because of their public relations value.

NCSU has no reason to worry about its network's profit-and-loss statement, but school officials know plenty about public relations value of the effort. All they have to do is point to the impact of the David Thompson era and the Wolfpack's NCAA Basketball Championship.

"Everybody had heard of N.C. State, all over the state and nationally as well," said Weedon. "Our enrollment went up tremendously and the admissions office said at the time that this was a major factor contributing to that growth."

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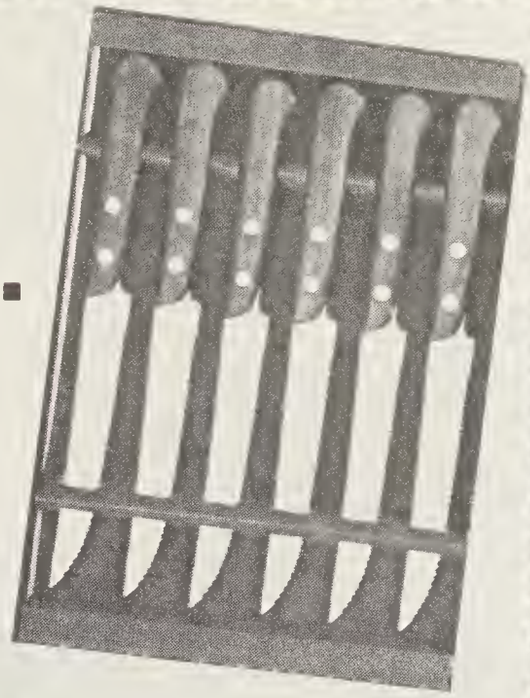

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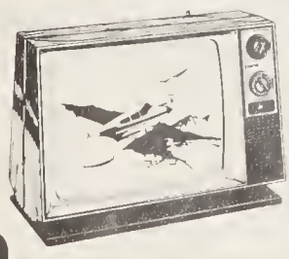

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Time-Of-Day Pricing

Q: What is time-of-day pricing?

A: Time-of-day pricing, also called time-differentiated rates, is a concept whereby consumers would be charged for electricity depending on when it's being used. This is not a new idea and has been used in other industries for years. "Night owl" air travel, for example, is available at reduced rates.

Q: How might time-of-day pricing benefit utilities and their customers?

A: That can be answered in two words—load management. Electric utilities use this term to describe the effort to level out the peaks and the valleys of electricity demand.

Q: Why is this so important?

A: Because peak periods stretch the capacity of the utilities' generating ability, often quite critically. At peak periods, particularly during the summer, utilities often have little choice but to turn on oil burning gas turbines which are very expensive to operate. Many utilities are being forced to turn to petroleum as natural gas supplies dwindle. The fact that they also have to use petroleum to meet peak demands only adds to the dependence on imported oil and runs counter to the government's oil-conservation planning.

Q: How would time-of-day pricing help balance power demands?

A: The idea is that a consumer might wait to turn on the electric dishwasher, for example, until later in the evening when lower rates are in effect. This would help the utility balance its daily power load.

Q: Are there other ways of leveling power demand in addition to time-of-day pricing?

A: Yes, a utility can directly control the switching on and off of customers' appliances. In areas with flat terrain, radio controls are being tested. One utility in Michigan, for example, uses radio transmitters to turn off, in sequence, 10 groups of about 20,000 hot water heaters each. The utility can control its load by switching these groups on and off as electricity demand rises. Customers rarely notice that their water heaters are being "cycled."

Q: Are any electric utilities now charging according to some sort of time-of-day pricing plans?

A: Yes. About 20 utilities are presently offering customers lower rates on electricity used during off-peak hours. One utility, for example, is planning to offer selected homes and businesses rates between midnight and mid-morning on weekdays that would be nearly one-third the rates the rest of the time. On the other hand, in the summer, rates between 11 a.m. and 5 p.m. would be about triple the normal peak-time rates.

Q: Is anybody looking into the problems and benefits of re-designing rates?

A: Following a request by the National Association Regulatory Utility Commissioners to reappraise the whole idea of rate design, the electric utility industry joined together, through the Electric Power Research Institute, to sponsor the most comprehensive study to date on the subject.

Q: What were some of the main conclusions of the study?

A: Although not yet complete, researchers have found that the idea of pricing electricity based on the time of its use has strong support in the electric utility industry and with the general public. In addition, several pricing techniques and rate design concepts were appraised. Researchers also looked at rate design in relation to various regulatory objectives, such as the necessity of realizing adequate revenues and of assuring that costs are apportioned fairly among customers.

Q: Does it make economic sense for all utilities to adopt time-of-day pricing and/or some sort of direct controls to achieve load management?

A: While it might make sense for a particular utility to use time-of-day pricing, the study recommends that each utility make its own evaluation of costs and customer-benefits before adopting these techniques.

Savings Suggestions

Think before you strike! Know what you want before you open the refrigerator — and plan to remove several items at once. Defrost the freezer every other week and vacuum the coils every six weeks. It helps to locate your refrigerator away from heat-producing appliances.

NOW CARLSON WADE SAYS—

ENZYMES MELT FAT RIGHT OUT OF YOUR BODY!

For quick, permanent weight loss while you continue eating most of your favorite foods!

Yes, we want to tell you about a thrilling quick weight-loss discovery that may solve every one of your weight problems—permanently—and let you shed pound after pound almost overnight, while still eating most of your favorite foods!

It's the amazing discovery of Enzyme Foods! According to noted health writer, Carlson Wade, enzymes—powerful elements present in certain foods—can melt fat right out of your body. Just one Enzyme Food may be all you need for fast, permanent weight loss. *Just eating this food before you eat a fattening food,* may be all you need to do to shed pound after pound of unwanted flab!

And there are scores of Enzyme Foods to choose from! The more of them you eat, naturally, the faster your weight loss—but you don't have to sacrifice anything! You can go ahead and eat the foods you love that have been piling on extra pounds—with one simple difference! Be sure to eat an Enzyme Food first, and you may be sure that excess weight will start slipping away, says Wade!

How Do Enzyme Foods Accomplish This? Says Wade—

- First, Enzyme Foods *form a barrier* against invasion of pound-causing fats, carbohydrates and calories!
- Next, Enzyme Foods create a *penetrating action to break up, dissolve, and melt away* hard clumps of fat and accumulated masses already in your body, wash them right out, with lightning swift action!
- Enzyme Foods *burn up extra calories, attack waste materials* in the system, *release excess fluids,* stimulate the *glands, dissolve* cholesterol, triglycerides, and other fatty substances, *draw out calories like a magnet,* even while you sleep, speed up your metabolism (the rate at which calories are burned) to give you the physique of a naturally skinny person, the type who can eat all he wants, and never gain an ounce!

SECRET REVEALED!

And what are Enzyme Foods? We can only reveal that they are ordinary foods all available at your corner grocery or health food store, at little or no cost! Be sure to eat one *before* you eat a luscious, fattening food—*and you can still keep slim,* says Wade. You'll find full details in his amazing book: THE NEW ENZYME-CATALYST DIET: *Amazing Way to Quick, Permanent Weight-Loss.*

Here's a tempting preview of what you'll find:

You'll discover *Superactive Enzyme Foods* to eat before eating any high fat food such as fried foods or gravies... *Active Enzyme Foods* to eat before eating any high carbohydrate foods like spaghetti, macaroni, puddings, beans, noodles or pancakes! *Gentle Enzyme Foods* to eat before any high calorie food such as desserts, breads, cereals or sugar!

High Enzyme Foods are particularly strong in penetrating thick fat cells, says Wade! When you eat one, the Enzymes it contains actually enter the fat cells and melt down the accumulated fats, carbohydrates and calories, and literally burn them right out of your body, says Wade!

HIGH ENZYME DIET FOR FAST WEIGHT-LOSS OF AS MUCH AS 2 POUNDS PER DAY!

Moments after you eat an Enzyme Food, you send a shower of fat-melting Enzymes throughout your body. These Enzymes gather together to wait for food that is to be eaten. *When you eat a delicious fattening food,* the Enzymes instantly "seize" fats, carbohydrates and calories and "work them over" so they are catalyzed!

Enzymes work speedily to burn calories rather than letting them become stored! *And they break down accumulated fat all over the body!* Release excess fluids, slimming down your waist, abdomen, thighs, legs, arms and neck to actually melt fat right out of your body, as much as 2 pounds per day!

All this can happen almost overnight, says Wade! You'll be proud when you see budges around your middle (and elsewhere) start to disappear as your weight melts down! But more important, you can lose 10-20-40 pounds *while you continue to indulge in your favorite foods!* You can enjoy stews, goulash dishes, casseroles, French toast, desserts, snacks, nibbles, delicious goodies, popsicles, peanuts! Every day your diet can include bread, rolls, cereals, and much more!

WORKS SPEEDILY TO MELT AWAY POUNDS!

Go ahead and eat the foods you love, says Wade! But be sure to eat an Enzyme Food first! It actually melts the fat right out of your body, he says!

With Enzymes, this can be *permanent!* No more up-and-down gaining and losing! No longer need you suffer agonizing self-denial, fatigue or hunger pangs! No longer need you fight the urge to eat! You can forget about will power, says Wade! Go ahead and eat!

You will always feel delightfully satisfied, and still lose weight! Go ahead and eat the foods you love when dining out, at parties or on vacations—but eat an Enzyme Food first—and you can still keep your slender shape! Enzyme Foods are available on almost any menu or at any social gathering, and in effect, make it possible for you to eat your cake and have it, too!

PRAISED BY A MEDICAL DOCTOR!

The Foreword by a Doctor of Medicine states: "For the first time, an incredibly quick and foolproof way to take off all the overweight you want, permanently! Here is a major new discovery ...actually melts the fat right out of your body almost overnight!"

"You go right on eating," says this doctor, "and enjoying most of your favorite foods and still lose overweight. Yes, even if other methods have failed ... you no longer need to suffer hunger pains.

No complicated formulas to follow. No special foods to prepare. No counting calories or carbohydrates with every meal... no drugs... pills... exercises!"

"Even the most stubborn cases of overweight respond to this miracle diet plan.... It has succeeded where nearly all other strenuous, torturous and unhealthy diets have failed.... It is highly recommended!"

ADDED BONUS FEATURE: Diet-O-Matic Index!

As a special feature, for the first time anywhere, you'll discover a Diet-O Matic Index that tells you the specific Enzyme Foods for any special problem you may have in dieting, like flabby skin, wrinkles, stubborn flab around waist, hips, thighs, buttocks, arms, neck, "runaway glands", or constipation!

In case after case, you'll see how overweight folks with seemingly hopeless problems shed "mountainous" pounds of ugly fat quickly, easily, permanently, while dining regally on their favorite, delicious, lip-smacking good foods, using little-known, newly-discovered weight-melting enzyme!

EAT YOUR CAKE AND HAVE IT!

Suppose you want to concentrate on High Enzyme Foods for fast weight loss, as Freda R. did when she decided to lose 60 pounds in 4 weeks (a little over 2 pounds per day)! You can stay on High Enzyme Foods exclusively without boredom! Freda R. went from 180 down to 120 in a month! Enzyme Foods require no fuss, no muss or bother—it's no-cook cooking all the way! You'll discover an endless variety of eat all-you-want taste thrills galore! And you can stay on your Enzyme Diet as little as 1 or 2 days a week, and still lose weight, says Wade!

You owe it to yourself to try it! Read it from cover to cover... *without risking a single penny.* Why not send in the No-Risk Coupon—TODAY!

ABOUT THE AUTHOR

CARLSON WADE is a medical writer/researcher with a world-wide reputation. He is the Editor of the *Parker Natural Health Bulletin,* Medical Editor of *Pageant Magazine,* and a member of the American Medical Writers Association. The author of 13 previous books for Parker, he has written highly acclaimed articles for the leading publications in the field of health, medicine, nutrition and natural healing, and is listed in *Who's Who In The East.*

YOU, TOO, CAN SHED THOSE "IMPOSSIBLE" POUNDS NOT ONLY FAST, BUT PERMANENTLY WITH POWERFUL WEIGHT-MELTING ENZYME FOODS, says Wade!

Available everywhere, they are your key to a forever-slim shape, he says, no matter how difficult your weight problem may appear to be!

- **HOW A FOOD LOVER COULD FILL UP...BUT NOT FATTEN UP...WITH ENZYMES!**—*Daniel R.* loved good food. He had tried other reducing methods, but *he wanted to eat and lose.* With Enzyme Foods, he was able to eat anything he wanted, fried foods, gravies, spaghetti, macaroni, puddings, beans, noodles, pancakes, bread, cereals, sugar, candy—simply by eating an Enzyme Food first! It was the natural way for him to enjoy good food and keep slim. He soon lost close to 47 pounds! Now his waist was lean, he looked good, and felt great!
- **ENZYMES ATTACK "SPARE TIRE"!**—*Jenny S.* said whatever she ate turned to fat. She had thick arms, a heavy, sagging chin, drooping breasts, a thick "spare tire" around her middle, and unsightly clumps of thighs. Even her calves were heavy. She'd lose and gain on other diets. With this amazing secret Enzymes attacked the fat in her body—squeezed it right out — in effect. She just ate delicious Enzyme Foods. Soon, she lost 58 pounds, permanently!
- **STUBBORN WEIGHT PROBLEM GONE**—*Barbara U.* kept losing and gaining weight. She had to practically starve herself to lose weight. She wanted a method that would let her enjoy sweets but without calorie huildup. So she tried eating a simple Enzyme Food *before* eating any high-calorie food, and afterward, too! *Enzymes burned up these calories!* Result: 40 pounds lost for good!
- **TWO ENZYME FOODS GIVE A NATURAL FACE LIFT AND DRAIN AWAY POUNDS!**—*Harriet DeB.* had tried one diet after another. While many left her weak, she did lose weight... but her youthful skin was "lost," too. With deep wrinkles, a sagging throat, hollow cheeks, her skin was suffering from malnutrition. Harriet was faced with a choice of either looking old and slim, or having a youthful skin while being overweight. With this amazing secret, she added two foods to her breakfast. This combination acted as a "natural face lift". She soon shed some 58 unwanted pounds, looking youthful, with no sagging skin!
- **THE EVERYDAY ENZYME FOOD THAT MELTED AWAY 97 POUNDS!**—*Joan G.* loved to eat fatty foods. She always said she was "born fat." She tipped the scales at 244! How could she continue eating her favorite foods and slim down? She was told about the pound-melting power of an everyday Enzyme Food. It acted as a blotter, soaking up excess pounds for excretion! Before any meal, Joan ate this Enzyme Food. Results? In a short time, she had melted away 97 pounds. She continued eating her favorite foods. Soon she was down to a slim 138. Her waist was slim, her backside was slim. She moved like a youngster, with a lovely silhouette figure!
- **ENZYME FOODS STIMULATE THYROID FOR FAST EASY LOSS OF 74 POUNDS!**—*Shirley McB.* weighed 202 pounds! She felt cold, weak, pale. Her once lovely blond hair became dry and brittle. She had very low metabolism and a "sleepy" thyroid gland. Other methods had made her feel weak, and she kept putting on weight. With this simple method, she drank an Enzyme juice mix three times daily—and began to melt pound after pound. She felt warm, energetic, with a "peaches and cream" complexion, and her hair gleamed! When she slimmed to a neat 128, she felt alive with the joy of youth!
- **ENZYMES SOLVE "BIG BONE" PROBLEM!**—*Miriam O'H.* came from a family with big bone structures. All were tall. Even if she went on a diet, she still had that "heavy, corpulent" look. Her thighs were plump, her arms were heavy, she was developing an unsightly double chin. With Enzyme Foods, the heavy fat was melted away. She had a wide frame, but it had curves and it was youthful. She shed some 49 pounds, fast and permanently!

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Country Kitchen

ORANGE PIE

"Orange Pie" is an original recipe with Dartha Alexander.

She came up with it when her husband said he'd like lemon pie much better if it weren't quite so tart. Ever since, her new twist to an old stand-by has been a family favorite.

Why not give it a try in your kitchen?

If you would like to share a recipe with this column, send it to: Country Kitchen, P.O. Box 27306, Raleigh, NC.. 27611. We pay $5 for published recipes.

COUNTRY KITCHEN RECIPE

Submitted by Dartha Alexander, Belhaven, N.C.

Orange Pie

2 eggs, separated
½ c. sugar
1½ c. milk
½ c. orange juice
1 pkg. vanilla pie filling
2 T. sugar
1 baked pie crust

Blend orange juice, milk, sugar, egg yolks and pie filling together and cook slowly until thickened. Let stand 10 minutes. Pour into pie crust. Beat egg whites until stiff, adding two tablespoons of sugar gradually. Spread meringue over pie and bake in 400 degree oven until golden brown.

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OUR PRICE IS UNBEATABLE

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12¾" CLEAVER

10¾" COOK'S KNIFE

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2. MOLYBDENUM VANADIUM STEEL makes our gourmet knives virtually indestructible. Please, please don't sharpen our knives . . . Experts say our edges will **never ever** have to be sharpened the old way. Simply rub them over any china plate and the razor honed blades will be restored. It is reported that no other knife in the world whose edge is so perfect can be restored so easily. Metallurgists say they won't bend, dull, rust, or lose their hardness ever.

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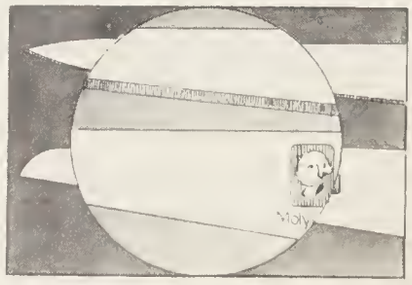
4. BEAUTIFULLY DESIGNED set of 4 with handsome rosewood handles. Magnificent in attractive design and practical in every way. 14¼" carver, 12¾" cleaver, 10¾" cook's knife, 8" parer. Stunning rosewood handles are impervious to grease and oil and safety bonded to the blades. You'll be proud to display these knives.

5. *OUR WARRANTY. We have a super fantastic product at a great price and we are willing to warrant these gourmet knives unconditionally. If you don't agree that our knives are the best cutlery offer anywhere, return them for full purchase price anytime. Not ten days, not thirty days, not even ten years! Return them anytime for full refund. Save our unconditional warranty and maybe your great grandchildren can refund your sets. We're not worried because even three or four generations from now these knives will be razor sharp, free of rust, and as beautiful and practical as they are today.



Razor sharp and precise, the Total Edge Knives cut meat, onions, luncheon meats, vegetables, cheese — anything — paper thin.

On ordinary knife, edge is just a fraction of total surface. On the Total Edge Knives, the entire blade is the cutting edge.

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- **Benefits paid direct to you—unless you tell us otherwise.**
- **Guaranteed renewable for life.**
- **Pays over and above any other insurance you may have—including Medicare.**

These days, one of the most scary things about going to the hospital is the final bill. Inflation has driven up the average price of hospitalization in the United States to $175 a day according to the American Hospital Association. So even if you already have basic hospital insurance, it only covers part of the cost. You have to come up with the rest.

Meanwhile, if you're hospitalized for any length of time, your income may stop. And those bills will keep piling up at home—rent, loans, mortgage, telephone, utilities, credit card and all the rest. Pretty soon, you could find most of your savings are eaten up. You could even wind up deeply in debt.

Now for the good news: Physicians Mutual Insurance Company has created this Physicians Hospital Plan to help give you and your family extra protection against the high cost of hospitalization.

$900 a month—$30 a day—cash!

Hospital rates are usually the same for everybody. That's why this policy pays the same $30 a day cash benefit when you, your wife or any of your children are hospitalized for any covered sickness or accident.

50% increase in cash benefits for cancer and heart attack: $1350 a month, $45 a day.

No one likes to think about getting cancer or having a heart attack. But it happens all the time. We sincerely hope you never have to collect. But if you should, daily benefits are increased 50% if you or any covered member of your family are hospitalized for cancer (including Leukemia and Hodgkin's Disease) or heart attack (acute myocardial infarction, coronary thrombosis and coronary occlusion.)

Double benefits for you and your wife!

When your wife is covered and both of you are hospitalized *at the same time* due to accidents, your daily benefits are increased. That's right, you get twice the regular cash benefit—$3,600 a month ($120 a day) to help you through this emergency. By the way, hospitalization doesn't have to be due to the same accident; you and your wife could be injured in unrelated accidents.

Pays maternity benefits, too!

You'll collect full benefits—$30 a day—for hospitalization due to pregnancy or any pregnancy complication, if your policy has been in force for 10 months.

No waiting period for accidents or new sicknesses.

You're covered the very minute your policy is issued and put in force for new sicknesses—and accidents. That means you could be rushed to the hospital a few minutes after you get your policy—and be able to start collecting your $30 a day benefits *immediately.*

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There's no limit on the number of days for which you can collect cash benefits. You can be hospitalized as often as necessary and stay as long as you have to—knowing that your $30 a day benefits cannot run out. Our plan will pay you benefits for as long as you're hospitalized—even for life!

Pays cash benefits in addition to any other insurance you have.

Remember, this is extra, supplemental protection. Your benefits are paid over and above any other insurance you may carry—including Blue Cross/Blue Shield, major medical and Medicare. This policy is designed to help you make up the difference between your total hospital bill and what your other insurance will pay

Your policy is guaranteed renewable.

Don't forget, this extra protection is yours as long as you want to have it and pay your premiums when due. *We cannot drop you or cancel your coverage because your health changes, or because you're a few years older, or because you've submitted a number of claims.* Also, your premium can never be increased unless premiums are raised on all policies like yours in your entire state.

Please note these exceptions.

Pre-existing conditions (health problems that became evident or were medically treated before the effective date of the policy) are not covered for one year from the date the policy is issued. Half-benefits ($15 a day) are paid for up to 4 weeks confinement due to mental disorder. Not covered is hospitalization for alcoholism, drug addiction or any condition covered by Workmen's Compensation or Employers Liability Law benefits. Confinement in nursing homes, Federal hospitals, or the self-care, extended-care or convalescent units of hospitals is not covered. Pregnancy or any consequence is covered after your policy is 10 months old.

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From its founding in 1902 until 1962, the Company specialized in health insurance for physicians, surgeons and dentists exclusively. Then, recognizing the growing need for insurance to supplement basic hospital coverages, Physicians Mutual began making such protection available to the general public. And was one of the first companies to do so. *Today, our various policies protect over 1,000,000 Americans in all walks of life.* And last year, we paid claims totalling over $50,000,000 on all policies.

Physicians Mutual Insurance Company is a mutual insurance company, headquartered

Hospital Policy that lets you choose cash benefits from the very first day ($30 a day).

in Omaha, Nebraska. It is not affiliated with any national, state or local medical association.

We can't say "No" to you.

As soon as we receive your Application, we will issue your policy (P350 Series) and put it in force. From that day on, you're covered for new sicknesses and accidents. Naturally, we can issue only one policy to you on a guaranteed issue basis.

If you are already a Physicians Mutual policyowner and would like information about additional coverage available to you, please write for details.

You can enroll in this Physicians Hospital Policy right from this page. All you need do is fill out the short Application, and mail it together with $1—which pays for your first month.

Your policy comes in this handsome vinyl wallet.

It's a convenient way to keep your important personal papers in one place. With your policy, you also receive a Claim Form. It's easy to use and assures prompt processing of your claim when an accident or sickness puts you in the hospital.

If you have any questions about this policy call 800-228-9100 toll-free from anywhere in the continental United States. (Nebraska residents, call 402-558-8900 collect.) Our Customer Service staff is ready to serve you from 8 a.m. to 4 p.m. Central Time, Monday thru Friday

No salesman will call or visit you.

Now—Physicians Mutual gives you a choice of extra protection plans and cash benefits.

First, choose the insurance plan that fits your needs best.

Individual Plan—Choose this plan if you're single or only want to cover one member of the family.

Husband-Wife Plan—Designed for the married couple without children or whose children are grown and no longer dependent.

All-Family Plan—Offers protection for the growing young family. Covers you, your wife and all your eligible dependent children—including future additions.

One-Parent Family Plan—Created especially for the single parent with children. Covers you and all eligible dependent children.

Remember, your first month's premium is $1. Then you can keep this extra protection working for you for the renewal rates shown below for your age.

	Under 40	40 and over
	(Use age of principal insured)	
Individual Plan	$ 7.55	$ 9.95
Husband-Wife Plan	13.65	18.75
All-Family Plan	16.85	21.95
One-Parent Family Plan	10.75	13.15

Note. Your renewal rate does not increase as you move from one age group to another

Or, if you prefer, choose cash benefits of $600 a month ($20 a day).

Up to now, you've been reading about $900 a month ($30 a day) cash benefits. You can have all the features of this fine policy *at a lower rate,* if cash benefits of $600 a month ($20 a day) better suit your protection needs. Your policy will still pay cash benefits from the very first day—still pay 50% increased benefits for cancer, heart attack—still pay double benefits when husband and wife are hospitalized at the same time due to accident—still pay lifetime benefits—and we still guarantee to issue you a policy.

Your first month's premium is $1 and you can keep this extra protection working for you for the lower renewal rates shown below for your age.

	Under 40	40 and over
	(Use age of principal insured)	
Individual Plan	$ 5.35	$ 6.95
Husband-Wife Plan	9.65	12.95
All-Family Plan	11.85	15.15
One-Parent Family Plan	7.55	9.15

Note. Your renewal rate does not increase as you move from one age group to another

People over 65 are also protected.

When you are 65, you'll find help for hospital care in many forms—Medicare, Social Security, special agencies, and perhaps a pension plan. But because people in this age group go to the hospital more often, this extra help is frequently not enough.

In addition to Medicare, you'll be receiving cash benefits from Physicians Mutual to fill the financial void created by your illness. During the first 60 days of hospitalization—when Medicare coverage is highest—you collect half benefits, $15.00 a day.

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We've found that most folks over 65 prefer this approach because your monthly premiums do *not* increase after you turn 65.

Another feature many senior citizens appreciate is that you will be covered for cancer, heart attack, stroke, hernia, disease or disorder of the prostate, tuberculosis, cataracts, emphysema, cirrhosis or diabetes if your hospital confinement commences more than six months after the effective date of your policy.

Fill out this Application today and mail with $1 to:
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We will send you your Physicians Mutual Hospital Policy (Form P350 Series) by mail. When you receive it, read it through. You will see that it is honest, direct, to the point and easy to understand. *If for any reason, you decide that you do not want this protection, you may return the policy within 30 days and we will promptly refund your dollar.*

PHYSICIANS MUTUAL INSURANCE COMPANY
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State of North Carolina

APPLICATION

PHYSICIANS MUTUAL HOSPITAL POLICY

SELECT CASH BENEFITS DESIRED:

☐ I want $900 a month ($30 a day) cash benefits — 5134-54

☐ I want $600 a month ($20 a day) cash benefits — 5135-52

SELECT PLAN DESIRED (Check one only)

☐ Individual Plan[4] ☐ All-Family Plan[1]

☐ Husband-Wife Plan[3] ☐ One-Parent Family Plan[2]

If you select the All-Family or Husband-Wife Plan please list name, date of birth and sex of your spouse

PLEASE PRINT First Middle Initial Last	Age	Date of Birth Mo. Day Year	Sex M	Sex F
Insured's Name				
Spouse's Name				

Address _____ City _____

State _____ Zip _____

I have enclosed my first month's premium of $1.00 and hereby apply to Physicians Mutual Insurance Company, Omaha, Nebraska, for the Physicians Mutual Hospital Policy, P350 Series, and the Plan selected above. I understand the policy is not in force until actually issued. I understand that the policy applied for will not pay benefits for pre-existing conditions, health problems that became evident or were medically treated before the effective date of the policy, during the first year after the issue date.

Licensed Resident Agent _____

DATE _____ SIGNED X _____

FORM E-350-1 Insured's Signature SIGN DO NOT PRINT

Please make check or money order payable to PHYSICIANS MUTUAL 354

From Crop To Industry In 15 Years

The Story Of Tar Heel Sweet

Ever since sweet potatoes were introduced in the South, North Carolina has grown them. However, up until the 1960's, not much was done in the state to promote their sale and consumption.

In 1962, sweet potato growers began to make promotion efforts and formed the North Carolina Yam Commission, Inc. Since then, efforts have been to make North Carolina the leader in the nation's sweet potato industry.

In 1969, North Carolina overtook Louisiana in sweet potato sales and by 1974, North Carolina growers were marketing 30 percent of the sweet potatoes sold in the United States.

North Carolina yam growers have well-drained, sandy loam soil in which to grow yams, and a location near to approximately two-thirds of the population of the United States and Canada.

During the past decade, North Carolina has rolled up a long list of significant firsts in sweet potatoes. The state was the first to begin dehydrating yams, first in refrigerated storage houses, first in palletization—movement of sweet potatoes on 16-bushel pallets—and first in the use of chemicals to preserve yams.

Much of this success can be attributed to the fact that sweet potato growers in North Carolina have a voluntary self-assessment program (voted by referendum of growers), which places a two-cent assessment on each bushel of the fresh crop and two-cents on each 100 pounds of processed sweet potatoes.

The money goes to the North Carolina Yam Commission, Inc., a promotion organization which is industry financed, governed and operated. In this organization, all segments of the industry—growers, shippers and processors—have joined efforts to promote yams in North Carolina and the United States.

Several years ago, industry leaders realized they would need more research and development in sweet potatoes if they were to survive as an agricultural industry. Consequently, they asked for and received $120,000 from the state's 1967 general assembly to start a program for developing mechanical harvesting of sweet potatoes and breeding new varieties.

The commission then asked for and received $256,000 from the 1969 general assembly for a new sweet potato research station to be located in southeastern North Carolina. The result is a 368-acre station at Clinton, N.C. Also, the commission pushed for additional funds from the general assembly for expanded greenhouse space for its sweet potato breeding work project at North Carolina State University.

In 1967, the commission started a national advertising and publicity program telling consumers about North Carolina yams.

Last year, North Carolina sold and marketed one of its largest crops ever. This national promotional effort over the past several years, along with good quality, was largely responsible for that success.

North Carolina's sweet potato yield per acre is one of the highest in the nation. In 1972, the average yield was 320 bushels per acre. The rich, sandy loam soils in eastern North Carolina, where most of the state's sweet potatoes are grown, is suited ideally for growing high quality yams.

Approximately 75 percent of the sweet potatoes produced are used for human

Woman Heads Sweet Potato

Wanda Collins, brown-eyed and 5 feet 6, feels just as much at ease working in a sweet potato field as in an office, greenhouse or laboratory.

Right now, with the yam harvest in full swing, she's spending most of her time in the field, checking and rechecking the results of hundreds of test plantings made last spring.

Her goal is to develop better sweet potato varieties.

She started work July 1, 1976, as an assistant professor with the Agricultural Experiment Station of North Carolina State University, and was placed in charge of the sweet potato breeding program.

The Bertie County native holds three degrees from NCSU—a B.S. in biological sciences and an M.S. and a Ph.D. in genetics and plant pathology. She is the first and only female faculty member of the Department of Horticultural Science.

Dr. Wanda Collins checks flower on greenhouse sweet potato vine.

"I enjoy my work very much. It's both interesting and challenging," she said.

How long does it take to develop a new sweet potato?

"Normally the process requires about five to 10 years," she said. Dr. Collins' work is important not only to the industry and to agriculture generally, but to the state's total economy.

The farm value of the 1976 Tar Heel sweet potato crop, produced on 33,000 acres, was about $25 million. Yields are down a little this year, but slightly more acres were planted and production will total $5-$10 million over last year's figures, according to Robert D. Jenkins, secretary of the N.C. Yam Commission.

What does a sweet potato breeder look for in developing new varieties?

"The first thing we look for is good orange flesh color," Dr. Collins said. "This is important because most North Carolina yams are sold on the fresh market and must have an attractive appearance."

Other traits desired in a sweet potato, she added, are disease resistance,

Potatoes: We're #1

food, but they also may be used for animal feed. The nutritive value of sweet potatoes is high. They are good sources of energy—supplying sugars and other carbohydrates; of calcium, iron and other minerals; and of vitamins, particularly vitamin A.

"Our goal is to produce $100 million in value of production of sweet potatoes by no later than 1982," said Robert Jenkins, executive secretary of the North Carolina Yam Commission. "But in order to accomplish this, we must convince millions of people that yams should become a regular part of their diet,"Jenkins continued. "We can sell them fresh yams 12 months a year. We know millions of Americans have never eaten a yam. We must continue to promote, to publicize, to advertise, to improve our product: improve taste and quality, package it better, do a better job of merchandising. We know that consistent good quality and steady supplies of yams will mean increased sales and consumption."

Breeding Study

the ability to produce sprouts, and high per-acre yield.

No new variety is released unless it survives comprehensive testing and proves superior to varieties already being grown.

The first step in breeding is to select suitable parent plants and transfer pollen from the male parts of one plant to the female parts of the other. Although both male and female parts are produced in the same flower, the sweet potato is "self-incompatible" and usually will not pollinate itself.

"If you transfer pollen to make 100 crosses, about 15 times you get seed and 85 times you get nothing," Dr. Collins said.

After a successful cross, within a week the ovaries start to swell and from one to four seed develop in the ovule or female part of the flower. The seed are small, dark brown, and have an extremely hard coat. They are are planted in a greenhouse, starting in January.

"Within a few weeks after the seed germinate, we can tell the flesh color they will produce. If we plant 20,000 seed, three-fourths have to be discarded because they would produce potatoes with white flesh. The remaining one-fourth are taken to the field for observation tests," she said.

After two years of vine testing, yield tests are begun. "If we start field tests with 5,000 plants, at the end of two years we usually have only 60 to 70 that are selected for advanced yield testing," Dr. Collins noted. The commercial grower does not use seed but transplants sprouts from bedded potatoes. A sweet potato, once developed, is propagated asexually.

Yams are an excellent source of vitamin A and a good source of vitamin C. The vines have much protein and can be eaten by human beings. Dr. Collins believes more attention will be given to this in the future. Baking and taste testing are done as part of variety testing.

Dr. Collins and her husband, Carroll, were both born in Windsor. After they moved to Raleigh, Carroll attended NCSU and graduated before Wanda enrolled as a student. Carroll, who holds a B.S. in agronomy and a Master of Agriculture degree, is employed by the North Carolina Crop Improvement Association at NCSU with the rank of instructor.

The Collinses have one son, Chris, 14. They are avid football fans and enjoy such water activities as sailing and fishing.

—Bill Humphries

Bill Humphries is food and agriculture news editor of the North Carolina State University Department of Agricultural Information.

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- ☐ Platinum
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Win Nine Communications Awards

Magazine Staff Honored In Contests

The staff of *Carolina Country* has claimed a total of nine awards in separate contests sponsored by two business communications organizations. Six of them were first place honors.

The competitions were sponsored by North Carolina Chapter of the International Association of Business Communicators (IABC) and by the Carolinas Association of Business Communicators (CABC).

In the IABC contest, the awards cited news stories, a feature, an editorial and a photograph from the pages of the magazine.

Staff Writer Margaret S. Howell received a third place plaque in the category of employee-oriented features for a story about a family yard sale. It appeared in the magazine last October.

Associate Editor Spencer Carter claimed a first place award in black-and-white photography for a photo of EMC linemen on a power pole. The photo appeared in the magazine last July and has also been used in various EMC annual reports.

Editor Owen Bishop received a second place award in the news story category for three magazine stories which were judged to have equal value. They reported on experiments involving bulk tobacco barns; a radio-control system to reduce peak power use at Lumbee River EMC, Red Springs; and a court decision affecting a fuel surcharge on EMC wholesale power costs.

He also won first place honors in the editorial category for an editorial on poor mail service which appeared in *Carolina Country* last October.

The CABC awards recognized two editorials, two photographs and a feature.

Mrs. Howell won a merit certificate for an editorial on energy conservation which ran in *The EMC Employee*, the bi-monthly publication for the 2,000 EMC employees across the state. She serves as editor of that publication.

Carter received first place awards in both photography categories—color and black-and-white. The winning shots were a color photo of power lines which appeared on the cover of the *1977 N.C.EMC Directory*, and a black-and-white *Carolina Country* photo of power lines running alongside a highway.

Bishop also claimed first place awards in two categories—features and editorials. The winning feature was a profile of Gov. Jim Hunt and the winning editorial dealt with lifeline electric rates. Both appeared in *Carolina Country* earlier this year.

Wins IABC Photo Contest

Send for your free copy of our new fall and winter calendar of events and you won't miss out on all the fun that's just down the road a piece.

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To: N.C. Electric Membership Corporation, P.O. Box 27306, Raleigh, N.C. 27611

(Calendar also available at your local EMC office.)

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In Greenville

Tobacco Farmer Show Set For Nov. 15 - 17

Thousands of Tar Heel leaf growers are expected to visit the 1977 Tobacco Farmer Show in Greenville, Nov. 15-17, to view the latest tobacco mechanization and chemical control products.

The show, which is to be held at Farmers Tobacco Warehouse, will feature 150 displays and exhibits showing innovative machinery and new products.

More than 50,000 people attended the 1976 show. Tobacco industry service organizations which will be represented at the show include Tobacco Associates, the Flue-Cured Tobacco Cooperative Stabilization Corp., the Tobacco Division of the U.S. Department of Agriculture and the N.C. Department of Agriculture.

A highlight of the show will be an exhibit competition involving area 4-H Clubs and FFA Chapters.

Also planned are daily entertainment features, including appearances by country-and-western music star Kitty Wells and country comic Jerry Clower. Miss Wells will perform Nov. 15 at 1 p.m. and Clower will appear at 3 p.m. on Nov. 16 and 10:45 a.m. on Nov. 17.

In addition, agriculture commissioners from all the major flue-cured tobacco states are expected to be on hand for Commissioners Day on Nov. 16.

The show will be open, with no admission charge, from 10 a.m. to 5 p.m. opening day, from 9 a.m. to 5 p.m. on Nov. 17.

The event is sponsored by *Flue-Cured Tobacco Farmer* magazine.

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commentary

THANKSGIVING 1995

Reprinted from Rural Kentuckian

"Mom, why do we have turkey only twice a year?"

"Because they're only sold twice a year," she replies.

"Why?" he asks again. He first said the word at age three. Now he is eight—thousands of **whys** older.

"They weren't always, son," his father says, looking up from the small turkey he's carving. "Back in the 1970's, when your mother and I were about your age, you could buy a turkey any time — not just for Thanksgiving and Christmas. But that was when there was enough electricity to maintain the high productivity of our food system. We don't have enough electricity to do that, now."

"Why not?"

"Well, son, for a long time now, a big part of our country's electricity has been used in the food business. You know — in growing crops and raising livestock on the farm, turning them into the 'forms' we eat, putting the food into packages, preserving it, and so on.

"Back in the '70's — even earlier, in fact — people were saying that we here in the U.S. were going to see a big change in our diets if steps weren't taken real soon to generate more electricity. But a lot of people didn't believe the warnings, or didn't seem to care. And a lot of those who did care were on the wrong side—"

"The wrong side?"

"The sad part is, son, that we had the materials — coal and uranium — **and** the know-how to provide the electricity required to increase our food output. And we knew, too, at the rate the population was growing, that we'd have to have over twice as much electricity to sustain the food system today as we needed in 1970.

"But some folks were scared of nuclear plants, and others were against coal mining in any form because they wanted to keep the land just like it was. And those people who objected to our getting and using the coal and uranium won enough battles to keep us from mining and building nuclear plants, and—"

"But, Dad — what about the nuclear plant over at Larsen City?"

"Things are getting better, son — 'though it took us years to wise up, and will take more years to make up for lost time. At least, though, green vegetables are available again almost all year 'round, just as they were in the '70's. And there's talk, as more electricity becomes available, of allotting families a certain number of potatoes a month, depending on family size—"

"Mom, tell me again what Thanksgiving dinner was like when you and Dad were growing up."

"Later," she says, kindly but firmly. "Compared to the rest of the world, son, we have a lot to be thankful for — even today. But let's hurry and eat — I want to get the dishes done before the lights go out at eight."

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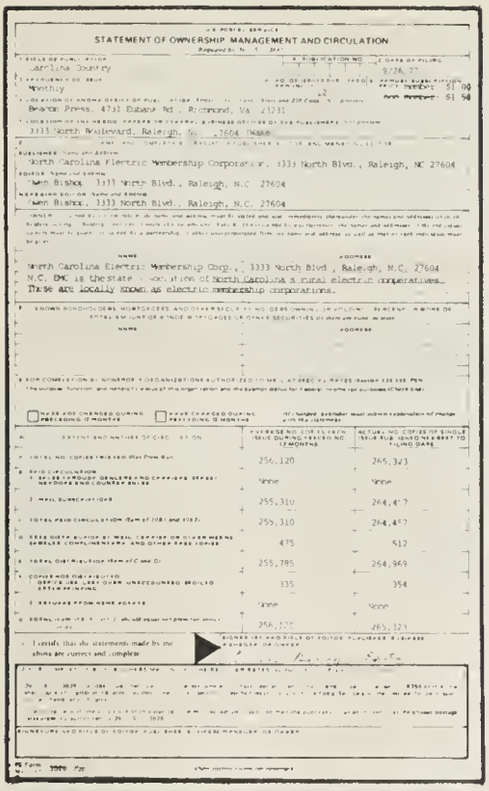

STATEMENT OF OWNERSHIP MANAGEMENT AND CIRCULATION

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A. Total No. Copies Printed (Net Press Run)	256,120	265,323
B. Paid Circulation 1. Sales through dealers and carriers, street vendors and counter sales	None	None
2. Mail Subscription	255,310	264,457
C. Total Paid Circulation (Sum of 10B1 and 10B2)	255,310	264,457
D. Free Distribution by Mail, Carrier or Other Means Samples, Complimentary, and Other Free Copies	475	512
E. Total Distribution (Sum of C and D)	255,785	264,969
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Six EMCs Face Rate Hike Of $6.72 Million A Year

Six North Carolina Electric Membership Corporations will begin paying higher wholesale power rates to Virginia Electric and Power Co. on Nov. 28, under terms of an agreement between the EMCs and the power company.

The agreement calls for VEPCO to raise its rates by $6.72 million a year, which is well below the $11.8 million annual increase the firm had originally sought last June.

It also carries the stipulation that VEPCO will not ask for additional wholesale rate hikes before next June.

The six North Carolina EMCs affected by the VEPCO rate increase are Albemarle, Hertford; Cape Hatteras; Edgecombe-Martin, Tarboro; Halifax, Enfield; Roanoke, Rich Square; and Tideland, Pantego.

The agreement, which culminated months of negotiations between the co-ops and the power firm, must be approved by the Federal Power Commission before it can go into effect.

Included in the rate agreement is a revision of VEPCO's fuel adjustment charge that will base it on a three-month average of fuel costs. The charge has previously been based on a monthly estimate with a later adjustment to actual costs.

A VEPCO spokesman said the change "will reduce fluctuations in fuel adjustment charges."

He added that the new rates are designed to provide the utility with a rate of return of 9.6 percent in its sales to cooperatives.

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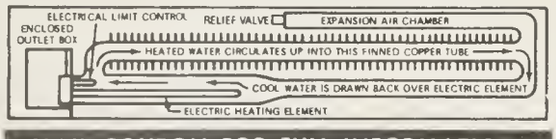
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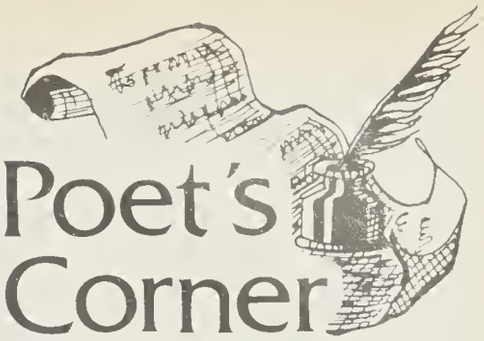

Poet's Corner

Libby Adams of Onslow County wrote this poem after her parents moved from the family home, which held many memories. A housewife with two small sons, Mrs. Adams writes poetry as a pastime.

Deserted House

The old house stands empty
where once sounds were made
The rooms no more echo
with children at play
The walls are not hung
with ornaments fair
But spiders and cobwebs
are multiple there
Old floors have been covered
and walls have new faces
And the furniture sits
in unusual places
But paint and refinishings
can never restore
What was stolen, by changes,
from the era before

The emptiness holds
the secrets of years
Old joys of laughter,
old sorrows and fears
Each room seems to speak
as though a soul it possessed
And entrance there-in
creates mournful distress
No longer a shelter
for those who have loved it
The old house stands forlorn,
no willows above it
The grounds have been emptied
and burned free of grass
And are no more inviting
to those who should pass

No warmness inside,
no lights shine at night
All's history there-in
and locked now from sight
Black windows, like eyes,
still watch with concern
Seeming too long
for life to return
But the life that once was
has gone now for aye
And the stillness that lingered
has moved in to stay
A background for memories
it no more will be
The past now has slipped
into eternity

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These are just some of the interesting articles that appeared in *TAR HEEL: THE MAGAZINE OF NORTH CAROLINA* over the past year

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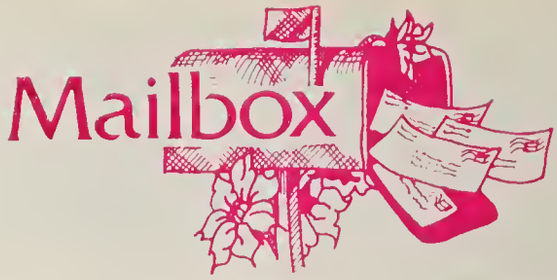

It is a pleasure to write to you and tell you how much I have enjoyed the *Carolina Country* published each month. Many articles would not be read because they wouldn't have been published if it wasn't for your fine magazine. I say "Keep up the good work and the magazine." I won't be receiving the *Carolina Country* any more becuase I'm moving away. I have really enjoyed living where I'm at and receiving electricity from the Davidson Electric Membership Corporation in Lexington.

Keep up the good work and may each of us do to conserve what we know we must do for our children and their children in the near future....

Steve Sechrest
Rt. 5, Thomasville

On opening the mail for today, I found many things to enjoy among them the current copy of *Carolina Country*. Some other mail provoked the doggerel which follows:

Each day bring numerous requests;/ to each we give a dollar./ And if they keep on coming./ I know I'm going to holler!

Of course, it is a bit of foolishness, but I'm thinking it may represent the attitude of many readers. We are among the retired people who are your readers. I am not a person who is able to submit recipes or give tips on household chores, but I do delight in such jingles.

Nessmith M. Baker
Rt. 2, Highlands

I want to express our appreciation for the very fine cover you have on your September issue of *Carolina Country*. The color reproduction is outstanding and certainly does justice to Bob's work. We appreciate very much the interest you have shown in Bob and hope all of your many readers have appreciated seeing his work in your very fine magazine.

C. H. Timberlake, Jr.
The Heritage Company
Lexington

The writer is Bob Timberlake's brother. The Heritage Company is the firm which markets Timberlake's paintings and prints.

In your October issue of *Carolina Country* magazine, in the article entitled "Weatherize Your Home For Comfort And Savings," one of the priorities listed on Page 9 states that you *should not* install insulation in the walls of existing homes without advice from an EMC representative. We had already recently had urea formaldahyde foam blown into our walls. The article states that there may be a danger of condensation but an "old woodsiding house with sheathing probably does need insulation in the walls without a vapor barrier." Ours is an older wooden house without sheathing. Do you have someone there who might advise us on this matter?

Cathy Troublefield

You probably made the right decision to have insulation installed in the walls of your home since you describe it as an older wooden house without sheathing. Many Electric Membership Corporations employ specialists who will inspect houses at no charge to members. To be safe, you might want to check with the EMC in your area to see if they have someone on the staff who can advise you on this question

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